

Chief Executive Certification for Government Advertising Campaigns

Certification Statement – COVID-19 Vaccines Campaign – Community Pharmacies, Arm Yourself extension and Aged Care boosting

I certify that the COVID-19 Vaccines Campaign complies with the *Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities*.

This certification takes into consideration the Report of the Independent Communications Committee. It also takes into consideration advice and evidence provided by officers within the Department of Health with responsibility for the design, development and implementation of the COVID-19 Vaccines Campaign and advice provided by AGS on compliance with legal requirements.



Dr Brendan Murphy
Secretary
Department of Health

6 August 2021

Principle 1: Campaigns should be relevant to government responsibilities.

The campaign directly relates to policies or programs underpinned by:

- legislative authority; or
- appropriation of the Parliament; or
- a Cabinet Decision which is intended to be implemented during the current Parliament.

Suitable uses for government campaigns include to:

- inform the public of new, existing or proposed government policies, or policy revisions;
- provide information on government programs or services or revisions to programs or services to which the public are entitled;
- inform consideration of issues;
- disseminate scientific, medical or health and safety information; or
- provide information on the performance of government to facilitate accountability to the public.

Principle 2: Campaigns should be presented in an objective, fair and accessible manner and be designed to meet the objectives of the campaign.

- The campaign enables the recipients of the information to distinguish between facts, comment, opinion and analysis.
- Where information is presented as fact, the information is accurate and verifiable. Where factual comparisons are made, the campaign does not attempt to mislead the recipient about the situation with which the comparison is made, and the basis for the comparison is explicit.
- Pre-existing policies, products, services and activities are not presented as new.
- Special attention has been paid to communicating with any information disadvantaged individuals or groups identified as being within the target audience. Particular attention has been paid to meeting the information needs of Indigenous Australians, the rural community, and those for whom English is not a convenient language in which to receive information.
- Imagery used in the campaign reflects the diverse range of Australians. The interests, lifestyles and contributions of women, Indigenous and culturally and linguistically diverse communities are realistically portrayed and their participation and contribution to Australian society is recognised.
- The campaign has been tested with target audiences to indicate that it is engaging and performs well against the objectives of the campaign.